# Chapter 20
# Friends of the Library and Foundations

## A. Friends of the Library

- Every library needs friends.
- The Friends of the Library organization is the right arm of the library.
- The Friends can have fund raising campaigns, book sales, etc. to help with the needs of the library beyond what the library can do, either financially or legally.
- Friends groups can buy incentives for summer reading programs, food as a drawing card for teen programs, or recognition programs for volunteers and staff. The list goes on and on. It is only limited by the imaginations of the Friends members and the funding they have to develop and carry out the dreams of the library.
- Friends also help the library as volunteers, advocates and lobbyists.

For more information, join:

### Friends of Indiana Libraries (FOIL)
**One year partnership with the Indiana Library Federation, effective July 1, 2011**

**http://www.ilfonline.org/main/ilf-membership/**
**Web page coming in late July**

- Operates as a clearinghouse of information about the activities of local Friends of the Library groups
- Can help local communities establish a Friends of the Library group and coordinate a network of volunteers working for passage of library legislation
- Individuals and local Friends of the Library groups may become members of FOIL
- presents a program on issues of interest to Friends groups at the annual ILF Conference

**Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF)**
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altaff@ala.org
http://www.ala.org/ala/mgrps/divs/altaff/index.cfm

Listserv

> Send an e-mail message to listserv@s-listserv.thomsonlearning.com
> -In the body of the message, type ONLY: Subscribe FOLUSA-L followed by your name
> -For Example: Subscribe FOLUSA-L John Doe

The mission of ALTAFF is to support citizens who govern, promote, advocate, and fundraise for all types of libraries

ALATAFF's specific responsibilities include:

- Educating through a continuing and comprehensive program for Library Trustees to enable them to discharge their responsibilities in a manner best fitted to benefit the public and the libraries they represent.
- Encouraging and assisting the formation of and development of Friends of Library groups and Library Foundations.
- Providing a means for Trustees to have access to information and ideas that will prove useful to them in the governance of their libraries.
- Providing Friends of Library groups and Library Foundations access to information and ideas that will prove useful to them in fundraising, library promotion and the operation of their organizations.
- Promoting strong state and regional Trustee and Friends of Library organizations.
- Providing to all who value libraries the materials and support they need to be effective advocates for their libraries on the local, state and national levels.
- Making the public aware of the existence of formalized citizen groups such as Trustees, Friends of Library groups and Library Foundations and the services they perform to encourage and develop expanded citizen participation in the support of libraries across the country

# 1. How to Organize a Friends Group

a.  Determine the purpose of and need for the group.  This should be done with the librarian and a small core of concerned citizens.

b.  Select a steering committee to reflect your community and the needs of the group.  It is important to have access to an attorney, public relations and advertising talent, and high profile leaders.

c.  Work on the Federal tax-exempt status (501©(3)) http://www.irs.gov/charities/charitable/article/0,,id=96099,00.html and State tax-exempt status http://www.in.gov/sos/business/forms.html
with a lawyer's help, so that
1) you can legally sell items donated to your organization by the library (IC 36-12-3-5(c); and
2) when you collect dues they will be tax-deductible.  At the same time, work on a constitution and by-laws.

d.  Define your dues structure and membership categories.

e.  Decide on membership brochure, artwork, and how you will reproduce and distribute the brochure.

f.  Begin the publicity campaign in your community.  Be sure to involve elected officials, trustees, and other interested parties.

g.  Determine a tentative schedule for the first year, in order to involve new members on committees as soon as they join.

h.  If fund raising is important, have a campaign in place and set goals.  People like to know where their money is going.

i.  Set the opening meeting.  Plan the program carefully.  Have a brief agenda for the first annual meeting.

j.  Develop a long-range plan for Friends.  Re-evaluate after the first year.

k.  For more information and ideas, join ALTAFF

# 2. How to Revitalize Your Friends Group

a.  Define problem areas for group (or board of directors).  Confidential phone calls to directors or member dropouts will help.

b.  Give a party for members and past members only.  It should be fun and have refreshments and music.  Any excuse will do for the party:  holiday, author, recognition, social evening.  A private home will make it special.

c.  Be sure to include the dropouts and get a little help from many people to ensure attendance.  Have various people be responsible for bringing food and necessary articles.

d. Send out pre-event and post-event publicity with names and photos. Make the Friends look like a fun and meaningful group.

e. Reevaluate your goals and objectives with the information you should now have. Did you have too broad a mission? Were you stressing fund-raising to the neglect of other activities?

f. Reorganize the board of directors, adding positions and breaking down responsibilities so that individuals do not have too great a burden. Enlarge committees.

g. Review benefits of membership, making sure they are in line with what your community expects.

h. Review communications to members; are they being kept informed? Are you taking advantage of the materials ALTAFF provides through "National Notebook" and "Idea Bank"?

i. Consider enrolling of new members as a year-round effort, not limited to a certain period. Be sure brochures are available at every event and at the library desk.

j. Be sure to appreciate and recognize efforts of every magnitude. Recognition is of primary importance to volunteers.

k.

## B.  **Public Library as a Foundation**

Providing revenues to the library to enhance services is the most direct and observable activity of a library foundation, but a foundation has other advantages.

### 1. **Benefits of a Library Foundation**

- A foundation can give the library alternatives it usually does not have in its budget structure. Sometimes during a tightly budgeted fiscal year an unplanned opportunity or necessary expense presents itself. A budget has little flexibility, but the foundation may have resources to meet the unforeseen need.

- Many public libraries are limited in the amount of reserve or building funds they can accumulate. A foundation can be used for this purpose without interfering with annual budget proposals or negotiations.

- Another more subtle benefit is that people seem to have confidence in foundations. The word itself provides feelings of safety and security. So does the word "library". When the two words are used together, and a list of prominent citizens who serve as board members and manage the foundation is added, potential contributors are convinced and willing to give support.

## 2. Forming a Foundation

Before taking the legal steps to actually organize or establish a foundation for a public library, it is wise to take time to do some planning, decision making and educating.

- The success of a foundation hinges on the performance of the library in the community, the support of the staff and board of trustees for a foundation, and the careful choice of persons to serve as the board of the foundation.
- In addition to acceptance of the concept, the library should identify its roles and develop a mission statement and strategic plan.
- A long-range plan can help identify library needs and provide a sense of purpose to the foundation.
- Many libraries choose to start an account in a community foundation.  These URLs lists 97+ community foundations and affiliate funds in Indiana. You can contact them for further information. http://www.indianagrantmakers.org/locator/ http://www.tgci.com/funding/cfs.asp?statename=Indiana&statecode=IN

## 3. Choosing a Board

- It is essential that foundation board members be influential residents of the community, able to garner financial support from their contacts and from business and industry, able to personally give financial support, and able to command respect for the library.
- The board should represent a good cross-section of the community.
- Another group to consider is the local Friends of the Library.  If an active group exists in the community, consider whether the foundation should be created by the Friends with strong Friends membership on the foundation board, or whether the foundation would function better as an independent association.  At least consider appointment of a Friends member to the Foundation Board, along with other civic groups with strong ties to the library.

## 4. Organizational Meeting

- Once a list of potential foundation board members is selected, it is time to invite them to an organizational meeting.  This is a vital moment in the life and success of a foundation.
- First impressions last.

- Outline the needs of the library, as well as the role a foundation and its board can play in fulfilling those needs.
- Be prepared for questions about the library and the perceived need for and value of the foundation.
- Point out how valuable this coalition would be to the community.
- Before they leave, try to gain a commitment from each individual to serve on the foundation board.

## 5. <u>Articles of Incorporation</u>

Articles of Incorporation should be brief and contain only the most essential facts about the organization.  These would include:
- name of corporation
- duration of the corporation
- purpose of the corporation
- address of the corporation
- management of the corporation
- name of the registered agent
- names and addresses of the initial board
- hold harmless clause (for protection for board members)
- provision of distribution of assets upon dissolution

## 6. <u>Bylaws</u>

Bylaws are the guidelines and procedures under which the foundation will operate.  They include:
- location of corporation
- members
- meetings
- board of directors
- officers
- executive director
- committees
- fiscal year
- dues
- books and records
- contracts, loans, check and deposits
- dissolution
- amendments
- rules of order
- waiver of notice
- indemnification

## 7. <u>Applying for Tax Exempt Status</u>

- Once the organization has incorporated with the state, received an employer identification number, and adopted bylaws, it is ready to file for recognition of exemption from federal income tax.
- The magic number at this stop is 501(c)(3). Contact the local IRS center for the appropriate forms to complete.
- The forms can be completed while waiting for certification from the state and should be done by or reviewed by an attorney.
- The form asks the following:
  - signature of authorized person
  - employer identification number
  - previous tax returns
  - balance sheet of receipts and expenditures for current and preceding three years or a proposed two year budget
  - description of anticipated activities
  - articles of incorporation
  - bylaws

## 8. <u>Announcing the Foundation to the Public</u>
Any time after adopting the bylaws, the new foundation may declare its existence and begin receiving contributions.
- The announcement to the public should be planned carefully. All persons involved in the foundation must be committed to the protection of the library's tax support.
- When a necessary and visible item is purchased for the library, the publicity surrounding its arrival can be used as a vehicle to acquaint people with the foundation.
- Each new public library foundation needs to find its own appropriate way of "going public".

## 9. <u>Funding a Foundation</u>
A new library foundation needs money. There are various methods of encouraging contributions:
- deferred giving
- endowment fund drives
- direct mail
- special events
- raffle
- any other creative fund-raising idea that is legal

Handouts that can be found on these website:

FOIL Group Membership Form:
http://www.ilfonline.org/clientuploads/membership/FOIL%20Membership%20Form%20(2).pdf

Indiana Libraries with Foundations and Friends groups (and on the following pages with updated information):
http://www.in.gov/library/3477.htm

Indiana NonProfits: http://www.indiana.edu/~nonprof

Indiana Nonprofit Resource Network: http://www.inrn.org/

Indiana Counties: Tax Exempt/NonProfit Organizations:
http://www.taxexemptworld.com/organizations/indiana-counties.asp

| Library | Does the Library Have a Foundation? 2008 data (Blank = No) | Does the Library Have an Endowment? 2008 data (Blank = No) | Friends group 2010 data (Blank=No) |
|---|---|---|---|
| ADAMS PL SYSTEM | | Yes | Yes |
| AKRON CARNEGIE PL | | | Yes |
| ALEXANDRIA-MONROE PL | | | |
| ALEXANDRIAN PL | | | Yes |
| ALLEN CO PL | Yes | Yes | Yes |
| ANDERSON PL | | Yes | Yes |
| ANDREWS-DALLAS TWP PL | | | Yes |
| ARGOS PL | | | Yes |
| ATTICA PL | | | Yes |
| AURORA PL DISTRICT | Yes | | |
| AVON-WASHINGTON TWP PL | | Yes | Yes |
| BARTHOLOMEW CO PL | Yes | | Yes |
| BARTON REES POGUE MEMORIAL PL | | | |
| BATESVILLE MEMORIAL PL | | | Yes |
| BEDFORD PL | | | |
| BEECH GROVE PL | | | Yes |
| BELL MEMORIAL PL | | | Yes |
| BENTON CO PL | | | Yes |
| BERNE PL | | | |
| BICKNELL-VIGO TWP PL | | | |
| BLOOMFIELD-EASTERN GREENE CO PL | | | Yes |
| BOONVILLE-WARRICK CO PL | | | Yes |
| BOSWELL-GRANT TWP PL | | | Yes |
| BOURBON PL | | | |
| BRAZIL PL | | Yes | Yes |
| BREMEN PL | | | |
| BRISTOL-WASHINGTON TWP PL | | | Yes |
| BROOK-IROQUOIS-WASHINGTON TWP PL | | Yes | |
| BROOKSTON-PRAIRIE TWP PL | | | Yes |
| BROWN CO PL | | Yes | Yes |
| BROWNSBURG PL | | | Yes |
| BROWNSTOWN PL | | | |
| BUTLER PL | | | Yes |
| CAMBRIDGE CITY PL | | | Yes |
| CAMDEN-JACKSON TWP PL | Yes | Yes | |
| CANNELTON PL | | | |
| CARMEL CLAY PL | Yes | Yes | Yes |
| CARNEGIE PL OF STEUBEN CO | | Yes | Yes |
| CENTERVILLE-CENTER TWP PL | | | |
| CHARLESTOWN CLARK CO PL | | | |
| CHURUBUSCO PL | | Yes | Yes |
| CLAYTON-LIBERTY TWP PL | | | |
| CLINTON PL | | | Yes |

| Library | | | |
|---|:---:|:---:|:---:|
| COATESVILLE-CLAY TWP PL | | | Yes |
| COLFAX-PERRY TWP PL | | | Yes |
| CONVERSE-JACKSON TWP PL | | | |
| COVINGTON-VEEDERSBURG PL | | | Yes |
| CRAWFORD CO PL | | Yes | Yes |
| CRAWFORDSVILLE DISTRICT PL | | Yes | Yes |
| CROWN POINT COMM PL | | | Yes |
| CULVER-UNION TWP PL | | | Yes |
| DANVILLE-CENTER TWP PL | | | Yes |
| DARLINGTON PL | | | Yes |
| DELPHI PL | | Yes | Yes |
| DUBLIN PL | | | |
| DUNKIRK  PL | Yes | Yes | Yes |
| EARL PARK PL | | Yes | Yes |
| EAST CHICAGO PL | | | Yes |
| ECKHART PL | Yes | Yes | Yes |
| EDINBURGH WRIGHT-HAGEMAN PL | | Yes | |
| ELKHART PL | | Yes | Yes |
| EVANSVILLE-VANDERBURGH PL | Yes | | Yes |
| FAIRMOUNT PL | | | Yes |
| FARMLAND PL | | | Yes |
| FAYETTE CO PL | | | Yes |
| FLORA-MONROE TWP PL | Yes | | Yes |
| FORT BRANCH-JOHNSON TWP PL | | | |
| FORTVILLE-VERNON TWP PL | | Yes | |
| FRANCESVILLE-SALEM TWP PL | | | |
| FRANKFORT COMM PL-CLINTON CO CONTRACTUAL PL | | Yes | Yes |
| FRANKLIN CO PL DISTRICT | | | Yes |
| FREMONT PL | | Yes | Yes |
| FULTON CO PL | | Yes | Yes |
| GARRETT PL | Yes | Yes | Yes |
| GARY PL | | | Yes |
| GAS CITY-MILL TWP PL | | | |
| GOODLAND & GRANT TWP PL | | | |
| GOSHEN PL | Yes | | Yes |
| GREENSBURG-DECATUR CO CONTRACTUAL PL | | | Yes |
| GREENTOWN & EASTERN HOWARD SCHOOL PL | | | |
| GREENWOOD PL | | Yes | Yes |
| HAGERSTOWN-JEFFERSON TWP PL | | | Yes |
| HAMILTON EAST PL | Yes | | Yes |
| HAMILTON NORTH PL | | | Yes |
| HAMMOND PL | | Yes | Yes |
| HANCOCK CO PL | | Yes | Yes |
| HARRISON CO PL | | Yes | Yes |
| HARTFORD CITY PL | | | Yes |
| HENRY HENLEY PL | | | Yes |
| HUNTINGBURG PL | | Yes | |
| HUNTINGTON CITY-TWP PL | | | Yes |
| HUSSEY-MAYFIELD MEMORIAL PL | Yes | Yes | Yes |

| Library | | | |
|---|---|---|---|
| INDIANAPOLIS-MARION CO PL | Yes | Yes | Yes |
| JACKSON CO PL | | Yes | Yes |
| JASONVILLE PL | | | Yes |
| JASPER CO PL | | Yes | Yes |
| JASPER-DUBOIS CO CONTRACTUAL PL | | Yes | |
| JAY CO PL | | Yes | Yes |
| JEFFERSON CO PL | | Yes | Yes |
| JEFFERSONVILLE TWP PL | | | Yes |
| JENNINGS CO PL | | Yes | Yes |
| JOHNSON CO PL | | Yes | Yes |
| JONESBORO PL | | | |
| JOYCE PL | | | |
| KENDALLVILLE PL | Yes | | Yes |
| KENTLAND-JEFFERSON TWP PL | | | |
| KEWANNA-UNION TWP PL | | | |
| KINGMAN-MILLCREEK PL | | | |
| KIRKLIN PL | | | Yes |
| KNIGHTSTOWN PL | | Yes | Yes |
| KNOX CO PL | | | Yes |
| KOKOMO-HOWARD CO PL | | | Yes |
| LA CROSSE PL | | Yes | |
| LA GRANGE CO PL | | | Yes |
| LA PORTE CO PL | | Yes | Yes |
| LADOGA-CLARK TWP PL | | | Yes |
| LAKE CO PL | Yes | | Yes |
| LAWRENCEBURG PL | Yes | Yes | Yes |
| LEBANON PL | | | Yes |
| LIGONIER PL | | | |
| LINCOLN HERITAGE PL | | Yes | Yes |
| LINDEN CARNEGIE PL | | | |
| LINTON PL | | Yes | Yes |
| LOGANSPORT-CASS CO PL | | Yes | |
| LOOGOOTEE PL | Yes | | Yes |
| LOWELL PL | | Yes | Yes |
| MARION PL | | | Yes |
| MATTHEWS PL | | | |
| MELTON PL | | Yes | Yes |
| MICHIGAN CITY PL | | Yes | Yes |
| MIDDLEBURY COMM PL | | | Yes |
| MIDDLETOWN FALL CREEK TWP PL | | | Yes |
| MILFORD PL | | Yes | Yes |
| MISHAWAKA-PENN-HARRIS PL | | Yes | Yes |
| MITCHELL COMM PL | Yes | Yes | Yes |
| MONON TOWN & TWP PL | | | |
| MONROE CO PL | Yes | Yes | Yes |
| MONTEREY-TIPPECANOE TWP PL | | | |
| MONTEZUMA PL | | | |
| MONTICELLO-UNION TWP PL | | Yes | Yes |
| MONTPELIER-HARRISON TWP PL | | | Yes |
| MOORESVILLE PL | | Yes | Yes |

| | | | |
|---|---|---|---|
| MORGAN CO PL | Yes | | Yes |
| MORRISSON REEVES LIBRARY | | Yes | Yes |
| MUNCIE-CENTER TWP PL | | Yes | Yes |
| NAPPANEE PL | | Yes | Yes |
| NEW ALBANY-FLOYD CO PL | Yes | | Yes |
| NEW CARLISLE & OLIVE TWP PL | | | |
| NEW CASTLE-HENRY CO PL | | Yes | Yes |
| NEW HARMONY WORKINGMEN'S INSTITUTE | | Yes | Yes |
| NEWTON CO PL | | Yes | Yes |
| NOBLE CO PL | | Yes | Yes |
| NORTH JUDSON-WAYNE TWP PL | | Yes | Yes |
| NORTH MADISON CO PL SYSTEM | | | Yes |
| NORTH MANCHESTER PL | | Yes | Yes |
| NORTH WEBSTER COMM PL | | Yes | Yes |
| OAKLAND CITY-COLUMBIA TWP PL | | | Yes |
| ODON WINKELPLECK PL | | | Yes |
| OHIO CO PL | | Yes | |
| OHIO TWP PL SYSTEM | Yes | Yes | Yes |
| ORLEANS TOWN & TWP PL | | | |
| OSGOOD PL | | | Yes |
| OTTERBEIN PL | | | Yes |
| OWEN CO PL | | | Yes |
| OWENSVILLE CARNEGIE PL | | | |
| OXFORD PL | | | Yes |
| PAOLI PL | Yes | | Yes |
| PEABODY PL | | Yes | Yes |
| PENDLETON COMM PL | | Yes | Yes |
| PENN TWP PL | | | |
| PERU PL | | | Yes |
| PIERCETON & WASHINGTON TWP PL | | | |
| PIKE CO PL | | | Yes |
| PLAINFIELD-GUILFORD TWP PL | | Yes | Yes |
| PLYMOUTH PL | | | Yes |
| PORTER CO PL SYSTEM | | | Yes |
| POSEYVILLE CARNEGIE PL | | | |
| PRINCETON PL | | Yes | Yes |
| PULASKI CO PL | | | |
| PUTNAM CO PL | | Yes | Yes |
| REMINGTON-CARPENTER TWP PL | | | Yes |
| RIDGEVILLE PL | | Yes | Yes |
| ROACHDALE-FRANKLIN TWP PL | | | |
| ROANN PAW-PAW TWP PL | | | Yes |
| ROANOKE PL | | | Yes |
| ROCKVILLE PL | | | |
| ROYAL CENTER-BOONE TWP PL | | Yes | |
| RUSHVILLE PL | | | Yes |
| SALEM-WASHINGTON TWP PL | | Yes | Yes |
| SCOTT CO PL | | | Yes |
| SHELBYVILLE-SHELBY CO PL | Yes | | Yes |
| SHERIDAN PL | | | Yes |

| Library | Col 1 | Col 2 | Col 3 |
|---|---|---|---|
| SHOALS PL | Yes | Yes | |
| SOUTH WHITLEY-CLEVELAND TWP PL | | Yes | |
| SPEEDWAY PL | | | Yes |
| SPENCER CO PL | | | |
| SPICELAND TOWN-TWP PL | | | |
| ST JOSEPH CO PL | Yes | Yes | Yes |
| STARKE CO PL SYSTEM | Yes | | |
| SULLIVAN CO PL | | Yes | Yes |
| SWAYZEE PL | | | |
| SWITZERLAND CO PL | | | |
| SYRACUSE-TURKEY CREEK TWP PL | | | Yes |
| TELL CITY-PERRY CO PL | | | Yes |
| THORNTOWN PL | | | Yes |
| TIPPECANOE CO PL | Yes | Yes | Yes |
| TIPTON CO PL | | Yes | Yes |
| TYSON LIBRARY ASSOCIATION, INC | Yes | | |
| UNION CITY PL | Yes | | |
| UNION CO PL | Yes | Yes | Yes |
| VAN BUREN PL | | | |
| VERMILLION CO PL | | | Yes |
| VIGO CO PL | | Yes | Yes |
| WABASH CARNEGIE PL | | Yes | |
| WAKARUSA-OLIVE & HARRISON TWP PL | | | Yes |
| WALKERTON-LINCOLN TWP PL | | | |
| WALTON & TIPTON TWP PL | | | Yes |
| WANATAH PL | | | |
| WARREN PL | | | Yes |
| WARSAW COMM PL | | Yes | |
| WASHINGTON CARNEGIE PL | | | Yes |
| WASHINGTON TWP PL | | | |
| WATERLOO-GRANT TWP PL | | | Yes |
| WAVELAND-BROWN TWP PL | | | |
| WELLS CO PL | | Yes | Yes |
| WEST LAFAYETTE PL | Yes | Yes | Yes |
| WEST LEBANON-PIKE TWP PL | | | |
| WESTCHESTER PL | | | Yes |
| WESTFIELD-WASHINGTON PL | | | Yes |
| WESTVILLE-NEW DURHAM TWP PL | | | |
| WHITING PL | | | Yes |
| WILLARD LIBRARY OF EVANSVILLE | Yes | Yes | Yes |
| WILLIAMSPORT-WASHINGTON TWP PL | | Yes | Yes |
| WINCHESTER COMM PL | | | Yes |
| WOLCOTT COMM PL | | | |
| WORTHINGTON JEFFERSON TWP PL | | | |
| YORK TWP PL | | | |
| YORKTOWN-MOUNT PLEASANT TWP PL | | | Yes |